



Department of
**Labor & Workforce
Development**

WIOA Systems Training

November 2018

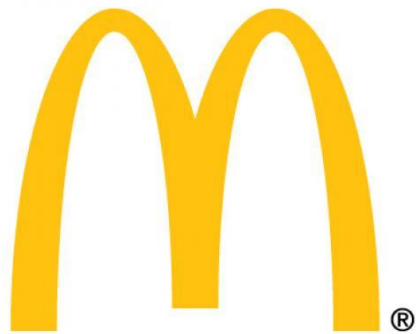


BRANDING: Telling Our Story

Branding: Telling Our Story

- **Why it's Important**
- **Missing the Branding Mark**
- **Getting Out the Message**
- **Telling Our Story**
- **Branding Brainstorm**

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**Your Brand is Your Identity
and the Way Your Customer
Perceives You**

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TN



TM



TN

Department of
**Labor & Workforce
Development**

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A job order poster for a Correctional Officer position. The poster features a blue header with the text "HIRING EVENT" and "American Job Center" logo. The main body is white with a large blue rectangular redaction box. The job details are listed on the right, and the event time and location are on the left. The poster includes the Tennessee state seal and the "Jobs4TN.gov" logo.

Save

HIRING EVENT

American Job Center

JOBS4TN.GOV

Job Order # 688785
Correctional Officer

Event Time
Thursday, September 6th 2018
10:00 AM – 3:00 PM EST

Location

For more information
Call [Redacted]

- \$2277.00 - \$2390.00 Monthly
- Rotating Schedule, every other Friday, Saturday, Sunday off
- Overtime Available
- Benefits
- Work 14 days per month
- This position is a Direct Hire position for the State of Tennessee

Register at Jobs4TN.gov for even more!

TN Department of Labor & Workforce Development

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Community & Veterans Job Fair

**Over 800 jobs available &
workforce development resources**

Event Time

10 October, 2018
9:00 am to 12:00 pm

Location

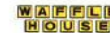


For more information, call



Participants must register on Jobs4TN.gov.

Dress for SUCCESS!



American Job Center

Tennessee is not responsible for the participation of any individual exhibiting at our hiring and job fair events. We advise their participation in good faith that they may attend but acknowledge that unforeseen events occur which they prevent their attendance.



The Tennessee Department of Labor & Workforce Development is committed to providing all people with equal employment opportunities, regardless of race, ethnicity, sex, age, religion, marital status, sexual orientation, or disability. Any person who violates this policy may be subject to disciplinary action.

TN

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A promotional graphic for a hiring event. The top section features a blue-tinted photograph of people at a job fair, with the words "HIRING EVENT" in large white capital letters. Below the photo, the "AmericanJobCenter TENNESSEE" logo is on the left and "JOBS4TN.GOV" is on the right. The middle section has a red background with the text "September 11th" in white, followed by "200+ POSITIONS AVAILABLE IN MULTIPLE" in red, and "Job Fair" in large white letters, with "COUNTIES!" in red below it. The bottom section is white and contains details about the event time, location, and a list of participants.

HIRING EVENT

AmericanJobCenter
TENNESSEE

JOBS4TN.GOV

September 11th

200+ POSITIONS AVAILABLE IN MULTIPLE

Job Fair

COUNTIES!

Event Time
Tuesday, September 11, 2018
9:00AM – 12:00PM

Location
American Job Center-

For more information,

Currently seeking a job or career change? This job fair will offer a variety of opportunities for employment in multiple West TN counties. Professional attire and resumes are highly recommended.

Participants Include:

- A Place Called Home
- Adient US LLC
- Adult Education
- Core Civic
- DB & DI Inc.
- Double Tree Hotel
- Kelly Services
- Kilgore Flares Company, LLC
- Loving Arms, LLC
- Owens Corning
- Natchez Trace Youth Academy
- Pacific Manufacturing Tennessee
- Personnel Placements, LLC
- Randstad at Kirklands
- Senior Solutions Home Care
- TalentForce
- TBDN Tennessee Company
- UGN, Inc.
- UPS
- White & Associates Home Assistance

Space available for additional employers!

f Follow us on Facebook at Southwest TN American Job Centers to learn about additional opportunities and events!

American Job Center
Tennessee is not responsible for the participation of any advertised employers at our hiring and resource events.
We solicit their participation in good faith that they may attend but acknowledge that unexpected events occur, which may prevent their attendance.

TN Labor & Workforce Development

The Tennessee Department of Labor and Workforce Development is committed to principles of equal opportunity, equal access, and affirmative action. Auxiliary aids and services are available upon request to individuals with disabilities.

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A banner image showing a hiring event with people interacting. The text "HIRING EVENT" is overlaid in large white letters. The American Job Center Tennessee logo is on the bottom left, and "JOBS4TN.GOV" is on the bottom right.

HIRING EVENT

AmericanJobCenter
TENNESSEE

JOBS4TN.GOV

Event Title

Event Time

Day, Month ##, 20##
10:00 am to 2:00 pm

Location

Location Name
Street Name
City, TN Zip Code

Jumpstart your job search by attending a hiring event in your area. We hold more than 100 job fairs across the state each year, offering job seekers a chance to interview multiple employers at a single location. Employers at our events are hiring for actual job openings, not merely gathering resumes. Department-sponsored "Jobs4TN" Hiring Events feature employers who are on-site to find qualified workers.

For more information, email email.address@tn.gov or call 555-555-5555

Register on Jobs4TN.gov for even more!

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HIRING EVENT

AmericanJobCenter
Tennessee

JOBS4TN.GOV

American Job Center Fall Job Fair

Confirmed Employers Include:

Event Time
Friday, September 28, 2018
10:00 am to 2:00 pm

Location
[Redacted]

VANDERBILT UNIVERSITY

Bargain Hunt

pepsi

aramark

SENIOR SOLUTIONS AT HOME
IN-HOME CARE & SERVICES

Rj Corman Railroad Company

LEE COMPANY

amazon

Nashville Airport

ups

Kroger

BRIDGESTONE

For more information, call:
[Redacted]

Bring your Resume and Register on Jobs4TN.gov for even more!

And More...

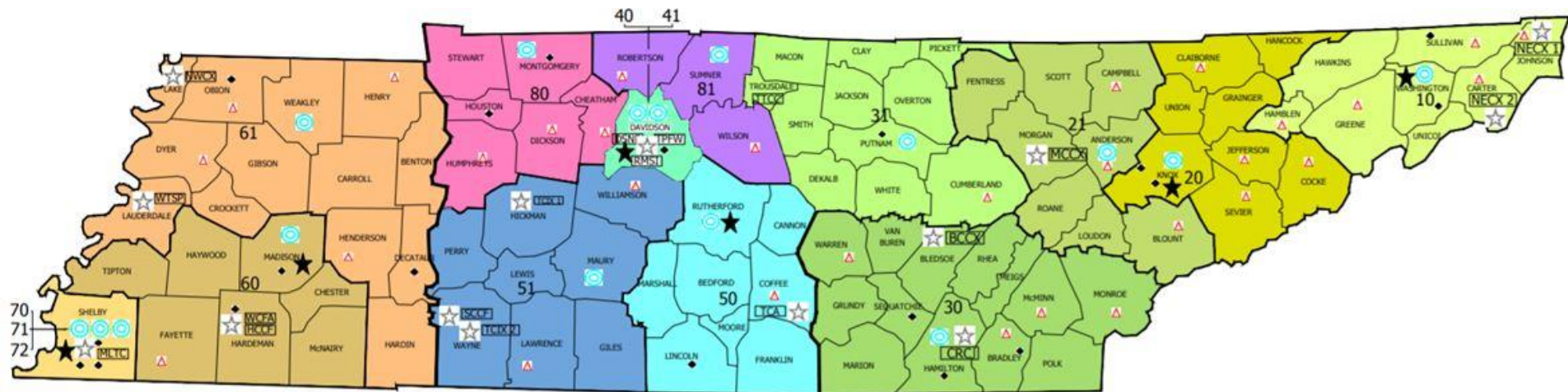
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How We Can Tell Our Story?

Branding: Telling Our Story



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Newsletter 2019



Branding: Telling Our Story

- **News Releases**
- **Social Media**
- **Photos**
- **Videos**
- **Community Events**

Branding: Telling Our Story



Burns Phillips, Commissioner

FOR IMMEDIATE RELEASE
Friday, June 15, 2018

CONTACT: Chris Cannon
OFFICE: 615-741-2257

AMERICAN JOB CENTER IN JACKSON HOSTS SATURDAY WORKSHOPS Job Seekers Can Attend Workshop and Meet Prospective Employers during Job Fair

JACKSON – The Tennessee Department of Labor and Workforce Development's American Job Center in Jackson is hosting workshops and job fair on Saturday, June 23, 2018, from 9:00 a.m. until 12:00 p.m. at its Martin Luther King, Jr. Dr. location.

Job seekers looking for employment, or residents who are interested in educational opportunities, are encouraged to attend this event. Job seekers can speak directly with company representatives who are currently recruiting new employees. Anyone interested in improving their job search and interview skills can attend several workshops that will take place throughout the morning.

9:00-10:00	Resume Building & jobs4TN.gov Account Creation
10:00-10:30	Using jobs4TN.gov to Begin Your Job Search
10:30-11:00	How to Dress for Success & Present Your Best Self
11:00-12:00	Developing Successful Interview Techniques

American Job Center staff will also be available to help job seekers with job applications and to provide instruction on how to improve resumes. Staff will also work with job seekers to help them register on jobs4TN.gov, Tennessee's one-stop job portal that has more than 100,000 current openings across the state.

American Job Center hiring events are free and open to the public. Job seekers are encouraged to dress appropriately for a job interview and to bring a current resume.

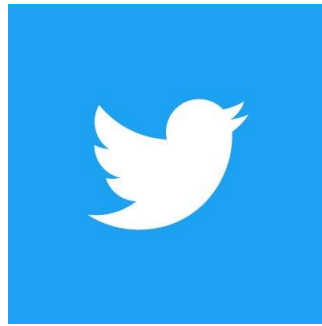
WHO:	American Job Center - Jackson
WHAT:	Saturday Workshop and Job Fair
WHERE:	American Job Center 225 Martin Luther King, Jr. Dr. Jackson, TN 38301
WHEN:	Saturday, June 23, 2018 9:00 a.m. until 12:00 p.m.
CONTACT:	Chris Cannon Director of Communications (615) 253-4251

Communications Division • 220 French Landing Drive • 4A • Nashville, TN 37243
Tel: 615-741-2257 • tn.gov/workforce • jobs4TN.gov



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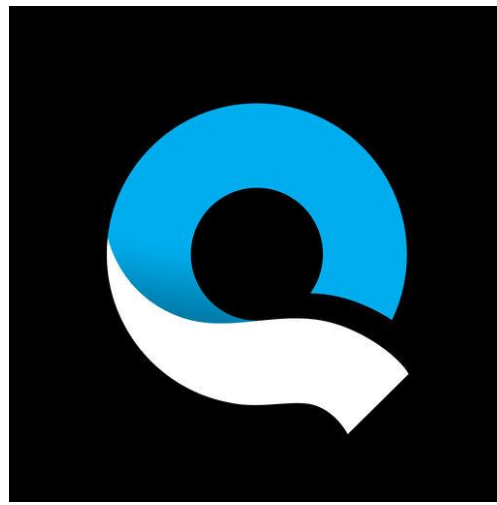
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Thank you